The Dun & Bradstreet Corporation

Current Economic Indicators
Prepared by the Economic Analysis Department

New Business Incorporations
Vol. 31, No. 2
February 1989

For Immediate Release

News

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NEW INCORPORATIONS DECREASE 1.2 PERCENT IN FEBRUARY

NEW YORK, May 11--New business incorporations decreased 1.2 percent to 55,905 in February of 1989 from 56,588 in February of 1988, according to The Dun & Bradstreet Corporation.

For the first two months of 1989, the number of new incorporations increased 3.5 percent to 113,936 from 110,115 in 1988.

Thirty three states reported year-to-date increases, with the largest gains reported in Arkansas, up 57.2 percent to 1,107 from 704; Colorado, up 45.5 percent to 2,656 from 1,826; and Iowa, up 36.6 percent to 904 from 662. Of the 16 states to report decreases in new incorporations in the first two months, only three were greater than 10 percent. The sharpest declines occurred in California, down 13.7 percent to 8,288 from 9,606; South Carolina, down 12.8 percent to 915 from 1,049; and Vermont, down 10.3 percent to 312 from 348.

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Seven of the nation's nine U.S. Bureau of the Census regions reported year-to-date increases in new incorporations. The largest increases occurred in West South Central states, up 20.6 percent to 9,721 from 8,063; the Mountain states, up 11.1 percent to 8,145 from 7,334; and the West North Central states, up 10.2 percent to 5,984 from 5,429. The East North Central, East South Central, New England and Middle Atlantic states reported increases from 8.1 percent to 0.8 percent.

Year-to-date decreases were reported in the Pacific states, down 7.6 percent to 12,208 from 13,218 and the South Atlantic states, down 0.5 percent to 29,109 from 29,261.

Month of February

Of the 28 states to report decreases in new incorporations in February, five were greater than 20 percent. The sharpest decreases occurred in California, down 32.1 percent to 3,372 from 4,968; followed by Vermont, down 30.3 percent to 131 from 188; and Utah, down 30.1 percent to 244 from 349 last year.

Five states reported increases in new incorporations of greater than 20 percent. The largest increase in new business incorporations was reported in Colorado, up 103.3 percent to 1,285 from 632. Other large increases occurred in Connecticut, up 82.7 percent to 985 from 539; Arkansas, up 74.8 percent to 547 from 313; and Louisiana, up 36.1 percent to 690 from 507.

Five of the nine U.S. Bureau of the Census regions reported increases in new incorporations in February. The largest

increase occurred in the Mountain states, up 16.6 percent to 3,927 from 3,369, and the West South Central states, up 15.4 percent to 4,617 from 4,002. The East North Central, New England and South Atlantic states reported increases from 6.5 percent to 2.6 percent.

The Pacific states reported the largest decrease in new incorporations in February, down 25.0 percent to 5,091 from 6,785 in February of 1988. Other decreases were reported in the East South Central states, down 8.5 percent to 2,194 from 2,397; the Middle Atlantic states, down 8.1 percent to 10,815 from 11,763; and the West North Central states, down 2.8 percent to 2,628 from 2,704.

The largest number of new incorporations in February was reported in Florida, with 6,809, followed by New York with 6,369 and California with 3,372.

The Dun & Bradstreet Corporation is the world's largest marketer of business information and related services, with worldwide revenue of $4.3 billion in 1988.

(See Attached Tabular Data)

NEW BUSINESS INCORPORATIONS BY STATES AND GEOGRAPHIC REGIONS
(Not Seasonally Adjusted)

	Feb 1989	Jan 1989	% Change Jan 1989 Feb 1989	Feb 1988	% Change Feb 1988 Feb 1989	Total Two Month(s) 1989	1988	% Change 2 Month(s) 89-88
NEW ENGLAND	3,165 E-R	3,366 E-R	-6.0	2,975 R	6.4	6,531 E-R	6,227	4.9
Maine	247 R	257 R	-3.9	236 R	4.7	504 R	396	27.3
New Hampshire	256	248	3.2	252	1.6	504	515	-2.1
Vermont	131	181	-27.6	188	-30.3	312	348	-10.3
Massachussetts	1,236	1,401	-11.8	1,447	-14.6	2,637	2,813	-6.3
Connecticut	985 E	988 E	-0.3	539 R	82.7	1,973 E	1,569	25.7
Rhode Island	310	291	6.5	313 R	-1.0	601	586	2.6
MIDDLE ATLANTIC	10,815	11,301	-4.3	11,763	-8.1	22,116	21,932	0.8
New York	6,369	6,546	-2.7	6,634	-4.0	12,915	12,736	1.4
New Jersey	2,810	2,669	5.3	3,198	-12.1	5,479	5,520	-0.7
Pennsylvania	1,636	2,086	-21.6	1,931	-15.3	3,722	3,676	1.3
EAST NORTH CENTRAL	7,607	7,956	-4.4	7,140 R	6.5	15,563	14,398	8.1
Ohio	1,555	1,840	-15.5	1,577	-1.4	3,395	3,398	-0.1
Indiana	1,128	1,042	8.3	949 R	18.9	2,170	1,971	10.1
Illinois	2,369	2,367	0.1	2,317	2.2	4,736	4,338	9.2
Michigan	2,004	2,023	-0.9	1,846 R	8.6	4,027	3,748	7.4
Wisconsin	551	684	-19.4	451	22.2	1,235	943	31.0
WEST NORTH CENTRAL	2,628	3,356 E	-21.7	2,704	-2.8	5,984 E	5,429	10.2
Minnesota	769	959	-19.8	811	-5.2	1,728	1,577	9.6
Iowa	331	573	-42.2	297	11.4	904	662	36.6
Missouri	852	915	-6.9	886	-3.8	1,767	1,720	2.7
North Dakota	57	96 E	-40.6	56	1.8	153 E	126	21.4
South Dakota	61	89	-31.5	81	-24.7	150	152	-1.3
Nebraska	246	289	-14.9	210	17.1	535	441	21.3
Kansas	312	435 E	-28.3	363	-14.0	747 E	751	-0.5
SOUTH ATLANTIC	15,861 E-R	13,248 E-R	19.7	15,453 E	2.6	29,109 E-R	29,261	-0.5
Maryland	1,468	1,512	-2.9	1,296	13.3	2,980	2,533	17.6
Delaware	2,522 R	2,579 R	-2.2	2,480	1.7	5,101 R	4,792	6.4
Washington D.C.	188 E	188 E	0.0	188 E	0.0	376 E	376	0.0
Virginia	1,459	1,558	-6.4	1,614	-9.6	3,017	2,996	0.7
West Virginia	223	224 E	-0.4	226	-1.3	447 E	452	-1.1
North Carolina	1,121	1,274	-12.0	1,176	-4.7	2,395	2,167	10.5
South Carolina	494	421	17.3	525	-5.9	915	1,049	-12.8
Georgia	1,577	1,498	5.3	1,726	-8.6	3,075	3,086	-0.4
Florida	6,809	3,994	70.5	6,222	9.4	10,803	11,810	-8.5

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(Not Seasonally Adjusted)

	Feb 1989	Jan 1989	% Change Jan 1989 Feb 1989	Feb 1988	% Change Feb 1988 Feb 1989	Total Two Month(s) 1989	1988	% Change 2 Month(s) 89-88
EAST SOUTH CENTRAL	2,194	2,365	-7.2	2,397	-8.5	4,559	4,253	7.2
Kentucky	601	649	-7.4	594	1.2	1,250	1,227	1.9
Tennessee	706	805	-12.3	786	-10.2	1,511	1,208	25.1
Alabama	579	534	8.4	687	-15.7	1,113	1,113	0.0
Mississippi	308	377	-18.3	330	-6.7	685	705	-2.8
WEST SOUTH CENTRAL	4,617	5,104	-9.5	4,002 R	15.4	9,721	8,063	20.6
Arkansas	547	560	-2.3	313 R	74.8	1,107	704	57.2
Louisiana	690	852	-19.0	507	36.1	1,542	1,244	24.0
Oklahoma	604	668	-9.6	529	14.2	1,272	1,018	25.0
Texas	2,776	3,024	-8.2	2,653	4.6	5,800	5,097	13.8
MOUNTAIN	3,927	4,218 E	-6.9	3,369	16.6	8,145 E	7,334	11.1
Montana	86	129	-33.3	121	-28.9	215	213	0.9
Idaho	127	191	-33.5	119	6.7	318	286	11.2
Wyoming	72	79	-8.9	82	-12.2	151	153	-1.3
Colorado	1,285	1,371	-6.3	632	103.3	2,656	1,826	45.5
New Mexico	203	207	-1.9	211	-3.8	410	404	1.5
Arizona	1,117	1,011 E	10.5	973	14.8	2,128 E	2,074	2.6
Nevada	793	792	0.1	882	-10.1	1,585	1,672	-5.2
Utah	244	438	-44.3	349	-30.1	682	706	-3.4
PACIFIC	5,091 E	7,117 E	-28.5	6,785 E-R	-25.0	12,208 E	13,218	-7.6
Alaska	119	153	-22.2	140 R	-15.0	272	263	3.4
Washington	749	1,038	-27.8	834	-10.2	1,787	1,667	7.2
Oregon	573	733	-21.8	601	-4.7	1,306	1,202	8.7
California	3,372	4,916	-31.4	4,968	-32.1	8,288	9,606	-13.7
Hawaii	278 E	277 E	0.4	242 E	14.9	555 E	480	15.6
TOTAL U.S. (unadjusted)	55,905 E-R	58,031 E-R	-3.7	56,588 E-R	-1.2	113,936 E-R	110,115	3.5
TOTAL U.S. (seasonally adjusted)	58,724 E-R	58,499 E-R	0.4	56,475 E-R	4.0			

(E) - Estimated
(R) - Revised
Source: Economic Analysis Department, The Dun & Bradstreet Corporation.
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